PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Ms. Cynthia C. Bright

Date: November 30, 1984

From: J. M. Nelson

Subject: CO and NO Deliveries of Philip Morris and Competitive Brands

The CO and NO deliveries of most Philip Morris and competitive brands are given in the attached tables. These data are based on samples manufactured during the period July, 1984 through October, 1984.

The brands are ranked in Table I according to CO delivery from low to high and in Table II according to NO delivery. A listing of the brands by company is given in Table IV. Those brands which are on test market or limited distribution are listed in Table V. Sales weighted averages for CO and NO are shown in Figures 1 and 2, respectively, comparing the overall industry with Philip Morris averages from 1978 through second quarter, 1984.

The FTC has determined that its present testing methodology does not accurately measure Brown & Williamson's Barclay cigarette smoke deliveries. The FTC has also found there is a significant likelihood the same problem exists with respect to Kool Ultra 85 and 100. These brands were tested using both the standard holder and the modified holder and are listed in Table III. CO and NO deliveries are higher for these cigarettes when using the modified holder because this holder reduces the amount of ventilation through the cigarette. No other brands show the change in CO and NO deliveries when using the modified holder.

J. M. Nelson IRD

JMN:rad

Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/hmnk0001